

# PRESS RELEASE

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## **The Global Executive Network (G.E.N.) Launches New Networking Dinner for the Insurance Sector: „Profitable Growth for Insurance Companies“**

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The Global Executive Network, an international provider of high-quality networking events covering current trends of industry-focused and management-related topics, has launched a new Networking Dinner for the insurance sector: „Profitable growth for insurance companies through innovative sales solutions in saturated markets“. The goal of the event is to enable participating executives to discuss successful strategies for insurance companies on a management level and to exchange experiences and compare best practices as well as engage in informal networking. The first event will take place in a five-star location in Duesseldorf, Germany, on 19 April. Further dates in Germany and Switzerland will follow.

Managing directors, branch and agency managers as well as executives from sales, marketing, customer management, customer service and IT in insurance companies are invited to participate in this moderated networking dinner. A business expert will show how a customer-focused sales management process – from consistent sales control to customer acquisition, customer management and customer development – can generate opportunities for growth in a saturated market environment. A live demo on more efficient and closing sales processes with „Software as a Service“ will conclude the expert’s short dinner speech.

The insurance sector faces many big challenges today. The non-life insurance business in Germany and Switzerland is almost saturated. The incentive for a customer switching to another insurance company is often the price. This puts pressure on companies to excel in the handling of claims and pricing structures with regard to the competition. To the extent that insurance companies can, for example, reduce their claims rate, they can grant benefits to customers regarding pricing and thus win more market shares. Another important challenge is to keep qualified staff, also in order not to lose valuable customer relations that have been built up over the years by the consultant. Sales channels have also been subject to great change. Internet sales models as well as alternative ways of selling are gaining increasing importance.

„Our new Networking Dinner for the Insurance Sector provides managers with the possibility to create and discuss efficient strategies and solutions for the current pressing market challenges and to benefit from a business-oriented transfer of expertise with the other participating executives. Our guests are deeply interested in learning from an extended network and in establishing high-level contacts also outside of their workplace. The international professional council of The Global Executive Network is responsible for ensuring the top quality of all events and dinner speeches“, says Martin Hegi, managing director of The Global Executive Network.

Further information is available at

[http://www.theglobalexecutivenetwork.com/index\\_de.php?nav=dinner&con=dinner\\_de/versicherungen\\_pm](http://www.theglobalexecutivenetwork.com/index_de.php?nav=dinner&con=dinner_de/versicherungen_pm)

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The Global Executive Network (G.E.N.) is an organizer of events covering current trends of industry-focused & management-related topics that are of general interest to managers. The Global Executive Network is headquartered in Lagos, Portugal. The company has achieved an excellent reputation in the marketplace as one of the leading event organizers. Each year, more than 9,500 senior management guests from medium-sized companies and large corporations participate in events organized by The Global Executive Network. The international professional council of The Global Executive Network monitors the quality of all events and dinner speeches.

Events are delivered in Portugal, the United Kingdom, Spain, France, Germany, Switzerland, Austria, Belgium, Holland, Luxembourg, Czech Republic, Hungary, Poland, Bulgaria, VAE, South Africa, the US, Canada, South America as well as Asia-Pacific.

Further information:

The Global Executive Network: <http://www.theglobalexecutivenetwork.com>

The Professional Council:

[http://www.theglobalexecutivenetwork.com/index\\_de.php?nav=main&con=prof/council](http://www.theglobalexecutivenetwork.com/index_de.php?nav=main&con=prof/council)